

SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR COMPARING BUSINESS PERFORMANCE

ABSTRACT OF THE DISCLOSURE

5 Financial and operational performance of business entities is compared by establishing a mathematical frame of reference based on data from a group of entities, determining a rating value based upon the mathematical frame of reference and data for a first of the entities, and presenting the rating value to the first entity. The data for the other entities is not disclosed to the first entity. Means are providing for normalizing the data so that different entities, such as entities selling different brands, can be compared. 10 More specific rating values can be presented. For each entity, performance indicator values can be trended over time and compared to values associated with the other entities, to provide an indication of areas in which the entity can improve its performance and the value of improving the performance.

15

20

CLT01/4476891v1